PHILIP MORRIS USA INTER-OFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, NY 10017-5592

TO: John Buehler/Connie Bulanda DATE: October 7, 1994

FROM: G. D'Alessandro

SUBJECT: **V Slims Spring V-Wear "Turn Up the Brights" Direct Mail-Creative Brief**

Background

In February 1995, Virginia Slims will introduce the V-Wear Spring collection "Turn Up the Brights", through an integrated marketing plan. Below are the direct mail program details.

Objectives

- Continue to develop a relationship with recipients.
- Encourage purchase/continuity among Slims smokers.
- Incent trial/repeat purchase among key competitive smokers.

Strategy/Tactics:

To build a long term/value added relationship through the SlimsClub umbrella, using V-Wear Spring collection to generate interest/continuity and coupons tactically, to protect the current franchise and to incent competitive smokers to try/repurchase Slims.

- Continuity- V-Wear will offer a fashion oriented continuity collection that leverages on the brand essence while creating long term purchase interest. Items will have different UPC requirements (low, medium and high) to allow different type of Slims and key competitive smokers to participate.
- Trial/repeat purchase- The mailing will deliver coupons with values varying in accordance to loyalty/price segmentation of the different Slims and competitive groups.

Preliminary Audience/Segments:

Slims Ultra Loyal/Loyal/Superslims	515,334
Slims Unknown/Vulnerable	415,407
Total Slims	930,741
Comp. Full Margin/Capri	239,284
Comp. Discount	144,426
Total Comp.	383,710
Grand Total	1,314,451

Elements:

The format of this mailing will be consistent with the following elements:

- Outer envelop

- Letter with coupons & personalized order form

Version	POS#	Coupon*
Slims Ultra Loyal/loyal/Superslims	72159	$1.00 ctn/4 packs $2.00 ctn
Slims Unknown/Vulnerable	72160	2 @ $1.00 ctn/4 packs 2 @ $2.00 ctn

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Source: https://www.industrydocuments.ucsf.edu/docs/qzlm0004

Comp. Full Margin/Capri	72161	2 @ $1.50 ctn/4 packs 2 @ $3.00 ctn
Comp. Discount	72162	2 @ $2.00 ctn/4 packs 2 @ $4.00 ctn

* UPC codes will be mailed by PM. Expiration date for all coupons 4/30/95

- Refer-a-friend card.
- Spring V-Wear continuity catalogue. Order form mailing address will follow later.

800 #:	1-800-577-8777
Item	UPC requirement**
Bag (Black and Red)	110
lighter	50
T-Shirt	30
Watch	150

** We need to find away to incorporate UPC savings for SlimsClub members

Execution Guidelines

Tone should vary depending whether the mailing is defensive (VS smokers) or offensive (competitive smokers). The defensive tone should be more familiar (SlimsClub) and relationship oriented, the offensive should be more trial oriented.

Copy - Should be as direct and concise as possible plus it should have editorial value. The primary objective is to generate awareness/excitement about the V-Wear program. Second objective is to remind Slims smokers of the benefits of being a SlimsClub member (maybe ask to competitive smokers whether they want to be SlimsClub members), third to encourage the use of coupons and fourth to deliver refer a friend card.

Image - The piece should be consistent with Slims branding and imagery, using the "Turn-up The Brights" and fashion themes to create excitement.

Production Timing/Mailing:

Present Comps	w/o 10/17
Pre-Pro Meeting	w/o 10/24
A&K Due	w/o 11/7
Film Due to Printer	12/2
Personalization Tapes Due	12/28
Print/Convert/Finish	12/5-1/18
Laser Sign-Off Approval	w/o 1/2
Material to Lettershop	1/10
Drop Mailing	1/23 - 2/6 third class mail

Leo Burnett

cc: B. Ferrin, W. Marin, N. Suter, D. Ryan, P. Venetucci

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